

Last Received: 08/03/2012 2:27 PM
Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() .AMER 4 PROSPERITY
Product	AMER FOR PROSPERITY
Estimate#	464
Buyer	KAREN BENCKINI
Phone#	
Fax#	

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286

Agency C/P1/P2/E //464

Flight Dates 08/15/2012 - 08/21/2012

Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

AMERICANS FOR PROSPERITY SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-7A		:30	\$700.00	08/15-08/17	3	1	3	\$2,100.00	
		Buyline Comment: WAKE UP										
	2	W-F	7A-9A		:30	\$1,400.00	08/15-08/17	3	1	3	\$4,200.00	
		Buyline Comment: TODAY SHOW										
	3	W-F	9A-10A		:30	\$500.00	08/15-08/17	3	1	3	\$1,500.00	
		Buyline Comment: TODAY SHOW 2										
	4	W-F	10A-11A		:30	\$325.00	08/15-08/17	3	1	3	\$975.00	
		Buyline Comment: TODAY SHOW 3										
	5	W-F	11A-12P		:30	\$325.00	08/15-08/17	6	1	6	\$1,950.00	
		Buyline Comment: RACHEL RAY										
	6	W-F	3P-4P		:30	\$450.00	08/15-08/17	3	1	3	\$1,350.00	
		Buyline Comment: DR PHIL										
	7	W-F	5P-630P		:30	\$1,000.00	08/15-08/17	3	1	3	\$3,000.00	
		Buyline Comment: NEWS										
	8	W-F	630P-730P		:30	\$1,000.00	08/15-08/17	6	1	6	\$6,000.00	
		Buyline Comment: JEOP/WHEEL										
	9	W-F	730P-8P		:30	\$800.00	08/15-08/17	3	1	3	\$2,400.00	
		Buyline Comment: FACE TO FACE										
	10	W-F	11P-1135P		:30	\$1,100.00	08/15-08/17	6	1	6	\$6,600.00	
		Buyline Comment: NEWS										

Rep Order#	6838587	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

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	11	W-F	1135P-1235A		:30	\$425.00	08/15-08/17	6	1	6	\$2,550.00	
		Buyline Comment: TONIGH SHOW										
	12	SA	6A-7A		:30	\$350.00	08/18-08/18	2	1	2	\$700.00	
		Buyline Comment: NEWS										
	13	SA	7A-9A		:30	\$625.00	08/18-08/18	2	1	2	\$1,250.00	
		Buyline Comment: SAT TODAY										
	14	SA	5P-630P		:30	\$650.00	08/18-08/18	2	1	2	\$1,300.00	
		Buyline Comment: NEWS										
	15	SA	630P-730P		:30	\$500.00	08/18-08/18	2	1	2	\$1,000.00	
		Buyline Comment: JEOP/WHEEL										
	16	SA	730P-8P		:30	\$375.00	08/18-08/18	1	1	1	\$375.00	
		Buyline Comment: VEGAS INC										
	17	SA	11P-1135P		:30	\$1,100.00	08/18-08/18	1	1	1	\$1,100.00	
		Buyline Comment: NEWS										
	18	SU	6A-7A		:30	\$325.00	08/19-08/19	1	1	1	\$325.00	
		Buyline Comment: NEWS										
	19	SU	7A-8A		:30	\$625.00	08/19-08/19	2	1	2	\$1,250.00	
		Buyline Comment: SUN TODAY										
	20	SU	8A-9A		:30	\$3,000.00	08/19-08/19	1	1	1	\$3,000.00	
		Buyline Comment: MEET THE PRESS										
	21	SU	930A-10A		:30	\$500.00	08/19-08/19	1	1	1	\$500.00	
		Buyline Comment: CHRIS MATTHEWS										

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	22	SU	5P-530P		:30	\$1,000.00	08/19-08/19	2	1	2	\$2,000.00		
			Buyline Comment: EARLY NEWS										
	23	SU	5P-8P		:30	\$3,200.00	08/19-08/19	2	1	2	\$6,400.00		
			Buyline Comment: NFL PRESEASON										
	24	SU	11P-1135P		:30	\$1,100.00	08/19-08/19	1	1	1	\$1,100.00		
			Buyline Comment: LATE NEWS										
	25	SU	1135P-12A		:30	\$400.00	08/19-08/19	1	1	1	\$400.00		
			Buyline Comment: SPORTS IN VEGAS										
	26	M-TU	6A-7A		:30	\$700.00	08/20-08/21	2	1	2	\$1,400.00		
			Buyline Comment: WAKE UP										
	27	M-TU	7A-9A		:30	\$1,400.00	08/20-08/21	2	1	2	\$2,800.00		
			Buyline Comment: TODAY SHOW										
	28	M-TU	9A-10A		:30	\$500.00	08/20-08/21	2	1	2	\$1,000.00		
			Buyline Comment: TODAY SHOW 2										
	29	M-TU	10A-11A		:30	\$325.00	08/20-08/21	2	1	2	\$650.00		
			Buyline Comment: TODAY SHOW 3										
	30	M-TU	11A-12P		:30	\$325.00	08/20-08/21	4	1	4	\$1,300.00		
			Buyline Comment: RACHEL RAY										
	31	M-TU	3P-4P		:30	\$450.00	08/20-08/21	2	1	2	\$900.00		
			Buyline Comment: DR PHIL										
	32	M-TU	5P-630P		:30	\$1,000.00	08/20-08/21	4	1	4	\$4,000.00		
			Buyline Comment: NEWS										

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	33	M-TU	630P-730P		:30	\$1,000.00	08/20-08/21	4	1	4	\$4,000.00	
		Buyline Comment: JEOP/WHEEL										
	34	M-TU	730P-8P		:30	\$800.00	08/20-08/21	2	1	2	\$1,600.00	
		Buyline Comment: FACE TO FACE										
	35	M-TU	11P-1135P		:30	\$1,100.00	08/20-08/21	4	1	4	\$4,400.00	
		Buyline Comment: LATE NEWS										
	36	M-TU	1135P-1235A		:30	\$425.00	08/20-08/21	4	1	4	\$1,700.00	
		Buyline Comment: TONIGHT SHOW										

---REPORT TOTALS---

Report Totals: 98 / \$77,075.00

---SALES MONTHLY TOTALS---

Aug 12: 98 / \$77,075.00

Sales Totals: 98 / \$77,075.00

Station Totals: 98 / \$77,075.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$208,311	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	37%
		KTNV	21%	KTUD	0%	KVCW	1%	KVMY	1%	KVVU	10%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER

Books JUL12

Demos RA35+

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Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

--- CREDIT RISK ---
CASH IN ADVANCE